



**City of Newport Beach Restaurant
Business Improvement District**

Board Meeting Minutes – July 25, 2018

**Newport Beach & Co.
1600 Newport Center Drive, Suite 120
Newport Beach, CA 92660**

I. CALL MEETING TO ORDER

The meeting was called to order at 9:31 a.m.

II. ROLL CALL

Directors Present:

Jordan Otterbein	A Restaurant & A Market
Phil Crowley	Modo Mio Rustic Italian Kitchen
Kenyon Paar	Five Crowns
Thaddeus Foret	The Winery Restaurant & Wine Bar
Eunjoo Pluenneke	Balboa Lily's
Jim Walker	The Bungalow Restaurant
Juan Carlos Godinez	Pizza Nova
Talia Samuels	Moulin

Quorum Achieved

Directors that came in late

Ron Schwartz	Muldoon's Irish Pub
Christopher Roman	Fork, Knife & Spoon

Directors Absent:

Matt Meddock	Sessions West Coast Deli
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BID Administrator Present:

Dina Alleluia-Carr	Newport Beach & Company
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Guests Present:

Gary Sherwin	Newport Beach & Company
Doug McClain	Newport Beach & Company
Katy Dennis	Newport Beach & Company
Melissa Jacobi	Newport Beach & Company
Mary Locey	City of Newport Beach
Hoiyin Ip	Sierra Club

III. PUBLIC COMMENTS ON AGENDA AND NON-AGENDA ITEMS

- Hoiyin Ip from Sierra Club spoke about trash reduction in restaurants and passed out a flyer.

IV. CURRENT BUSINESS

1. Approval of Minutes

Director Otterbein requested a motion to approve the minutes as amended from the May 23, 2018 and May 30, 2018 meetings.

Motion: Director Otterbein moved to approve the May 23, 2018 and May 30, 2018 minutes as amended.

Director Walker seconded the motion.

The motion carried by the following vote:

Ayes: Otterbein, Crowley, Foret, Pluenneke, Walker, Godinez, Samuels & Paar

2. Election of BID Officers for FY2018-2019

- Ms. Alleluia-Carr passed out the ballots.
- Director Otterbein started the discussion on the BID Officers.
- Director Roman came in late to the meeting and Director Otterbein asked if he would like to be President.
- Director Roman said that he is just a catering company and would not be interested in serving as President.
- Ms. Dennis spoke about the responsibilities of the Officers.
- Ms. Locey stated that the President runs the meeting and helps with the meeting agenda.
- Director Godinez spoke up about being Vice President.
- Director Otterbein said that he would like to be President.
- Director Pluenneke said that she would like to be Secretary.
- Director Walker spoke about the Fire Department coming into restaurants checking on occupancy guidelines.
- Ms. Locey said that the city responds to complaints.
- Director Samuels and Director Godinez said that the Fire Department came to their restaurants as well.
- Ms. Alleluia-Carr announced the results of the election:
Jordan Otterbein – President
Juan Carlos Godinez – Vice President
Phil Crowley – Treasurer
Eunjoo Pluenneke – Secretary

Motion: Director Crowley made a motion to approve the Election of BID Officers.
Director Paar seconded the motion.

The motion carried by the following vote:

Ayes: Otterbein, Crowley, Foret, Pluenneke, Walker, Godinez, Samuels & Paar

3. BID Financial Reports

- Ms. Dennis provided an overview of the BID Financial reports ending June 2018 that were prepared by Newport Beach & Co.
- Ms. Dennis stated that we finished 2017 – 2018 at 92% assessments collected.
- Ms. Dennis stated that we have already mailed out the 2018-2019 assessments and we are already receiving checks in the mail.

- Director Walker asked about the variance from the Year over Year comparison in revenue.
- Ms. Dennis explained about the late fee collections were down this year because we will waive late fees if the restaurant pays their outstanding assessments.
- Ms. Dennis spoke about how Ms. Jacobi goes out to outstanding restaurants explaining the benefits of being in the NBRA which results in some of them getting current with their assessments.

Motion: Director Walker requested a motion to approve the BID financial reports ending June 2018.

Director Otterbein seconded the motion.

The motion carried by the following vote:

Ayes: Roman, Otterbein, Crowley, Foret, Pluenneke, Walker, Godinez, Schwartz, Samuels & Paar

4. Subcommittee for the transition from the 1989 Law to the 1994 Law

- Ms. Locey explained that the subcommittee is only allowed to go over the Pros and Cons of moving to the 1994 Law.
- Ms. Locey stated that the Council directed the NBRA BID to look into moving to the 1994 Law.
- Director Crowley asked Ms. Locey what the timeframe is.
- Ms. Locey said that we have until spring of 2019 and that the subcommittee's finding will be shared with the NBRA BOD.
- Ms. Locey said that the NBRA Board can't use this Board's money for this movement.
- Director Walker asked who is going to pay for this.
- Ms. Locey said that she will be a part of the discussion when the subcommittee meets.
- Ms. Locey will bring the City Attorney in if need be.
- The following Directors said that they would like to be on the Subcommittee:

Phil Crowley

Christopher Roman

Jim Walker

Thaddeus Foret

- Ms. Locey said that the subcommittee should have something back to the full NBRA Board by the November NBRA Board meeting on their findings and a discussion.
- Ms. Locey said that the committee can use a report that shows the categories and amounts for the NBRA Stakeholder assessments.
- Mr. Sherwin said the City will cooperate with the movement to the 1994 Law if the Board decides to do this.
- Ms. Locey explained the difference between the 1989 and 1994 Law.
- Director Walker asked Ms. Locey what happens if the 1994 Law does not get enough votes.
- Ms. Locey said that she would get back to the Board on that question.
- Director Crowley asked if the subcommittee can have conference calls.
- Ms. Locey said that she will check and get back to Director Crowley on that.
- Director Walker suggested Director Crowley be the Chair to the subcommittee.

A Straw Vote in favor from Roman, Otterbein, Crowley, Foret, Pluenneke, Walker, Samuels, Godinez, Schwartz & Paar on the subcommittee of:
Director Crowley, Director Walker, Director Foret & Director Roman

5. Marketing Report

- Ms. Jacobi provided information on the following:
 - Website stats
 - Wellness Week
 - 52 Weeks of Dining
 - Weekly Bites
 - Social Media
 - Blogs
- Ms. Jacobi explained why Weekly Bites is important because it increases our social media on Twitter, Facebook and Instagram.
- Ms. Jacobi went over a graph showing the increase in social media by our partnership with influencers.
- Ms. Dennis explained the benefits of 52 Weeks of Dining. It is to increase our database and have people make reservations using our site instead of Open Table during Restaurant Week.
- Ms. Dennis spoke about our new initiative - Wellness Week and how restaurants can participate.
- Mr. McClain announced that Ms. Jacobi will now be taking over as host for Culinary Journeys.

6. Industry Updates

- Western Foodservice & Hospitality Expo

V. BOARD/COMMITTEE/COMMISSION ANNOUNCEMENTS OR MATTERS, WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEMS)

VIII. ADJOURNMENT

The meeting adjourned at 10:31 a.m.

The next BID Meeting will be on Wednesday, September 26, 2018 at 9:30am.